

CADZOW NEWS

Cadzow TECH Pty. Ltd.

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HELLO, GOOD MORNING AND WELCOME

Thanks to everybody for their best wishes after we announced our impending move to India. As most readers will know, muffins and latte are now prohibitively expensive in this country, and State and Federal Governments are simply not doing anything about it.

But, since most of our customer interaction is via phone, email and the web, you shouldn't notice any difference in your dealings with us, although if you call us you might have to shout a bit.

Cheers, Geoff Vass

TELECOMMUNICATIONS: Greater Efficiencies On The Way

An Australian telecommunications company has finished an audit of telephone usage and found that useless calls, such as leaving a message for someone to call back, impacts revenue by as much as 5 cents a share.

The process usually goes as follows: Person A calls Person B on mobile. B doesn't answer, so A leaves a message to call back. B calls Message Bank to hear the message, and calls back. A is not in, so B leaves a message. A sends an email, but the connection drops before the message is sent and needs to dial again. Finally A and B meet each other in the corridor and A forgets what he wanted to say in the first place.

Additionally, it has long been known that poor quality copper lines, especially in regional areas, accounts for significant revenue from flag-fall charges as disconnected callers need to initiate a new call.

"The next growth phase in telecoms will not be broadband, 3G or messaging, it will be an increase in short, pointless calls," said an industry expert. "The big telcos are now looking for ways to expand the market. The so-called **Phase 1** is a new technology whereby just as you have started a call, you have to hang up and answer an incoming call, which is, naturally, a barely-audible telemarketer from the subcontinent trying to save you money on your telecommunications." He added: "At least the telcos have a sense of humour."

CADZOW SOFTWARE: New Reporting Technology

Cadzow 2000 has a new feature which enables you to print any report, of any complexity, with only two keystrokes. The technology was inspired by an American television drama.

Cadzow TECH's CEO, Melissa Cadzow, explains: "In the show, police detectives investigating a crime talk to various people and invariably end up in a shop or office. They might have a carburettor or a sock that is significant in some way. So they ask the person for a list of everyone who bought that item (the blue one, not the green one) on a particular day, before lunch, using a credit card and wearing plimsolls. The person immediately leans over to the nearest computer, presses two keys and out comes the report."

"We thought: we should be able to do that."

The new software is available now, but the accompanying 3,000-key keyboard is on backorder until 2007.

The Cadzow team has been developing business and accounting software solutions for what seems like ages. Cadzow is an Australian organisation addressing the software requirements of business and government. Software solutions in the Cadzow 2000 family include: Cadzow Contact Manager, Cadzow Tim-Tam Manager, Cadzow Training Manager, Cadzow Booking Manager, Cadzow Job Manager, Cadzow Accounts Receivable, Cadzow Accounts Payable, Cadzow Stick Control, Cadzow Weblink, Cadzow Room Manager plus many customised solutions all of which start with the word "Cadzow". To learn how they can be used individually or together, or not at all, visit <http://www.cadzow.com.au/overview.htm>.

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